



COACHING SOCIALLY
DISADVANTAGED WOMEN IN
DEVELOPING SUCCESSFUL BUSINESS
INITIATIVES – *in Lancashire and*
Cumbria- UK.

SIMRA Final Conference 19 Feb 2020
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The Growing Club

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Coaching socially
disadvantaged women into entrepreneurship in MRAs

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Triggers for the initiative

- In the UK, women entrepreneurs continue to face discrimination when it comes to a number of issues, mainly struggles for achieving financial support, facing the glass ceiling and continue to carry the position of primary caregiver for children and elderly family members.
- This discrimination leads to a **'double' marginalisation** when women come from disadvantaged social backgrounds, disabled or an ethnic minority. The aim of this initiative is to provide business-training and marketing tools to sustain the development of small entrepreneurship initiatives that the women can use both for returning actively into the local economy and for reducing their dependence on government subsidies.

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The Social Innovation Model

- The Innovation Action is called The Growing Club, which has set up three back-to-back courses:
 - **The Sowing Club**
 - **Roots and Shoots**
 - **Bloom and Grow**

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The Main Challenges

- Large dependence on grants
- Worries around the longer term effects of austerity upon availability of funds particularly after Brexit.
- More technical support in keeping the women in the network, particularly those who live in RA's and struggle with transportation and long commutes to nearby cities and towns.

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Impacts and benefits on stakeholders and local community

- The establishment of this Innovation Action will help empowerment women by alleviating them from poverty and become independent from governmental subsidies thus improving the local economy and ensuring the social integration of vulnerable women and their families into society.

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